

# Case Study:

## Relocation & Expansion of Dr. Kulin Kothari's Hospital

### How Soma Health Ensured a Smooth Transition for BCEIRC

#### Client Overview

Bombay City Eye Institute & Research Centre (BCEIRC), an ASG enterprise, is a premier ophthalmology hospital in Mumbai, founded by the esteemed Dr. Kulin Kothari. Known for its cutting-edge technology and patient-first approach, BCEIRC aimed to elevate its services by relocating to a new, state-of-the-art 12,000 sq. ft. facility at Marine Drive.

However, moving a well-established hospital involved more than just a location change—it required meticulous planning, seamless coordination, and a strategic approach to branding and operations.

#### Soma Health's Role and Approach

Soma Health partnered with BCEIRC to manage the following aspects of the transition



#### End-to-End Operational Coordination

✓ Managed multiple stakeholders and acted as the single point of contact, between Dr. Kothari, the BCEIRC team, vendors, and other key stakeholders to facilitate a seamless transition.

✓ Developed a **detailed relocation timeline** to streamline execution.



#### Marketing & Patient Communication

✓ Coordinated the design and execution of all essential patient-facing materials, including signage, and internal and external hospital boards.

✓ Designed **relocation communication**, including WhatsApp updates and newspaper campaigns.



#### Staff Training & Development

✓ Conducted a tailored staff training program, led by an expert-focused on communication, teamwork, and patient interaction—through interactive learning, role-playing, and strategies for efficient patient flow.

✓ Prepared the team to operate **efficiently** in the upgraded hospital environment.

#### Ongoing Collaboration & Impact

Our consultations resolved operational bottlenecks, ensuring BCEIRC's smooth transition, leading to a long-term partnership with Dr. Kothari for continuous improvements.

**If you're looking for a strategic partner, we'd love to collaborate!**

#### Dr. Kulin Kothari about Soma Health



"It was very satisfactory experience of working with the team of Soma while shifting our hospital (BCEIRC) to a new address. Saniya, Ruchita and other team members were very proactive towards their responsibilities. I will be happy to appoint them in future for their expertise. Let me wish them well in their future endeavours."

# Thank You!

Please don't hesitate to reach out to us if you have any questions!

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